Carbondale News

41 N. Church Street

The past year has witnessed a number of changes at the Carbondale NEWS, changes which have made this newspaper a better publication. The changes give increased emphasis on local sports and feature articles while maintaining a balance of local news and social articles.

Larry Gabriel Jr. covers local sports for the NEWS and gives an insight into the local high school teams and individual players. In his column, "Behind the Bench" Larry gives his opinion about local sports picture and informs the reader about what's going on behind the scenes. Larry's sports coverage has made the NEWS sports pages more interesting than ever.

Barbara Wrobleski has assumed the duties of NEWS feature writer and she delves into the fascinating lives of Carbondale area people through her human interest stores. Barbara also covers Jermyn and Mayfield Borough Council meetings, as well as Fell Township and Lakeland School Board meetings. Her efforts help the NEWS expand the coverage devoted to local government.

The weekly crossword puzzle is a new feature as is "The Mirror," a column full of tidbits about local people.

Other new personnel at the NEWS include **Deborah Veina**, typesetter, and **Dorothy Tyson** who prepares the advertisements. **Rosemary Heth** has joined the staff as office manager and assistant publisher.

Editor **David Baum** have become involved in community activities as an athletic coach, as vice president of the Committee to Restore City Hall, and as a director of the YMCA and Pioneer Days Committee. Dave's aggressive reporting of local government issues has kept NEWS readers better informed of the problems facing their elected officials and the work being done by those officials.

Circulation manager **Ann Daley** has had a busier year than usual. The NEWS circulation has increased substantially during the past year, giving Ann more mail subscriptions, newsstands, and carriers to keep track of.

The addition of a new computer system has helped the circulation department. In addition to keeping accurate records of the payment status of each subscriber, the computer prints the address labels and improves the mail delivery. In future months the computer will be programmed to handle the advertising billing as well as the circulation records.

Advertising manager **Sam Mancuso** completed a course on advertising in Harrisburg and has been busy showing advertisers how to get advertising dollars through manufacturing co-op plans.

NEWS publisher **Phil Heth** has been busy implementing the changes mentioned above and has been involved in civic activities. Phil served as president of the Carbondale Kiwanis Club, as treasurer of the Chamber of Commerce, and is scoutmaster of Boy Scout Troop 8.

This year the NEWS celebrates is 110th year of serving the Carbondale area. Like the other successful businesses featured in this special progress edition, the NEWS has learned that changes are necessary for a business to survive.

During the remainder of 1982 the NEWS will adopt other changes which will make the newspaper a better product. Within the next few weeks a survey will be conducted to determine what you, the reader, want. The NEWS will then be tailored to the desires and interests of the readers. The NEWS staff hopes all readers will respond and provide the information which will be the basis of further progress in 1982.